



2018

40+ Sales Scripts you can start using in your business today

Club 

Why Do You Need Sales Scripts?

You've got your prospect or member's attention, now is the time to keep the lines of communication as open as possible. But what should you say and how should you say it?

With these sales scripts, we're hoping to take the work out of communicating with your prospects or members at various stages of their member lifecycle. Whether that means they're still a lead or have signed up and completed some personal training sessions, these sales scripts should point you in the right direction even if you don't want to use them exactly as written. And that's no problem! Be creative, edit these scripts however you see fit to match the communication style your prospects or members will like.

You'll also notice that we've included places for customization and personalization such as {{recipient-first}}. This is how the Club OS software handles customizations, but if you're not using Club OS to handle your follow-ups (you should), your current provider may offer something similar. This type of customization is becoming more and more necessary to make real gains when it comes to prospect and member communication. You may not have the time to write each individual follow-up email or text, but that doesn't mean it doesn't need to look like you did.

Disclaimer: We recommend using these as a guide for you and your team. If using Club OS, do not directly copy and paste these into your follow-up schedule, they will not transfer exactly the same and could cause issue.

LEAD



TEXT

Hi {{recipient-first}}, thanks for chatting with us. We would like to offer you a 3-day guest pass so you can try us out for free. Text back here to get your pass!



EMAIL

Hi {{recipient-first}}, this is {{m-follow-up-first}} from (gym-name). Thanks for your inquiry! I would love to help you kick-off (or continue) your fitness journey with a 4-day guest pass. Between our group classes, heated pool, and brand new equipment, you're going to love what you see.

When would be a good time for you to come in for a tour and see the amenities in person? Let me know and we can get you set up with that guest pass and tour! Thanks {{recipient-first}}, talk soon.



CALL

Hi {{recipient-first}}, this is {{m-follow-up-first}} from (gym-name). How are you today? That's great to hear. I saw that you recently inquired about our gym, and wanted to get in touch.

- Have you had a chance to come into our facility? (explain features)
- Do you have any questions or concerns about joining a gym?
- Do you have any specific goals you are wanting to reach?
- When would be a good time for you to come in and get a free 4-day guest pass?

You can come in and get your guest pass or if it's easier, I can simply email it to you. I look forward to seeing you around (gym-name)! Thanks for your time.

WEB LEAD



TEXT

Hi {{recipient-first}} Thanks for reaching out to (your-gym)! I would love to find a time show you around the gym. When works best for you?



EMAIL

Thanks for your interest in (gym-name), {{recipient-first}}! We really appreciate you reaching out and allowing us to help you get started (or continue) your fitness journey. I would love to have you come in for a quick tour of our facility and to get all of the details about what we offer (and some great deals!).

What days/times this week would you like to come in for a tour? We are open 6am-11pm everyday. Just let me know and I will make sure to get you set up! You can just reply to this email or call {{location-phone}}. Have a great day!



CALL

Hi {{recipient-first}}, this is {{m-follow-up-first}} from (gym-name). How are you today? That's great to hear. I saw that you were looking for more information about the gym on our website. Were you able to find what you were looking for?

- Have you had a chance to come into our facility? (explain features)
- Do you have any questions or concerns about joining a gym?
- Do you have any specific goals you are wanting to reach?
- When would be a good time for you to come in and get a free 4-day guest pass?

You can come in and get your guest pass or if it's easier, I can simply email it to you. I look forward to seeing you around (gym-name)! Thanks for your time, bye.

REFERRAL



TEXT

For liability reasons, you can not text a referral. This is because they have not been able to give prior consent. (Sorry, this is a law, we promise we would have if we could.)



EMAIL

Hi, this is {{m-follow-up-first}} from (gym-name).

Good news! Your friend {{referred-by}} has given you a 4-day guest pass to (gym-name). This guest pass gets you into all locations, and has no restrictions. Try out our classes, pool, state-of-the-art equipment, and more! Believe us, you're going to love it.

Like we always say, working out is better with a buddy! To get your 4-day pass, just call {{location-phone}} or simply reply to this email and we will get you set up. I look forward to hearing from you!

Thanks, {{m-follow-up-first}}



CALL

Hi, is this {{recipient-first}}? This is {{m-follow-up-first}} with (gym-name). Your awesome friend {{referred-by}} sent you a free 4-day guest pass to our gym! Have you ever been to (gym-name) before? Great! Well, with the guest pass you get access to all of our amenities like our group classes, brand new equipment, spacious rooms, and swimming pool. When would be a good time for you to stop by and pick up your pass? Sounds great, that works for me as well. See you at (day) and (time). Have a good day!

APPOINTMENT BOOKED



TEXT

Thanks for scheduling a time to come into (gym-name)! Your appointment is at (appointment-time). See you then!



EMAIL

Thanks for scheduling a time to come in to (gym-name), {{recipient-first}}. This is a reminder that your appointment is at (appointment-time). We can't wait to show you around our state-of-the-art facility! See you then.



CALL

Hi {{recipient-first}}, this is {{m-follow-up-first}} at (gym-name). I am just calling to confirm your appointment on (date) at (time). Does that still work for you?

If yes: Great! See you then. Have a good day!

If no: No problem, we can get you rescheduled very quickly. What day or time works better? Great. Your new appointment is (date) at (time). See you then! Thanks for rescheduling. Have a good day!

APPOINTMENT NO-SHOW



TEXT

Oh no {{recipient-first}}, it looks like we missed you at (gym-name)! Give us a call at (888) 888-8888 or reply to this text to reschedule your appointment!



EMAIL

Oh no, {{recipient-first}}, it looks like we missed you at (gym-name)! No worries though, we can reschedule to a time that works better for you. Just give us a call at {{location-phone}} or reply to this email to get another appointment set up. We don't want you to miss out on our specials this month, so hurry in! Talk soon, {{m-follow-up-first}}.



CALL

Hi, is this {{recipient-first}}? How are you? This is {{m-follow-up-first}} at (gym-name). We just wanted to check-in, we missed you at your appointment on (date). Would there be another time that you could do this week?

We are running some specials that I really don't want you to miss before they are gone. Great, that day works perfect. Your new appointment is (date) at (time). I appreciate you taking the time! Looking forward to seeing you then. Bye!

ACTIVE FREE TRIAL (ACTIVE GUEST)



TEXT

Hi {{recipient-first}}! Are you enjoying your 4-day pass? If you have any questions you can reach me at {{location-phone}} or reply here. Thanks!



EMAIL

Hey {{recipient-first}}! This is {{m-follow-up-first}} at (gym-name). How is that guest pass going? Hopefully you've been able to use our equipment, test out a class or two, and take advantage of our beautiful locker rooms! If not, just let me know how I can help. I would be happy to extend your pass a couple of days if needed.

If you're ready to get a great deal on a membership, just call us at {{location-phone}} or simply reply to this email. Talk soon!



CALL

Hi {{recipient-first}}, this is {{m-follow-up-first}} from (gym-name). How are you? I see that your trial membership is coming to an end in 2 days, what have you thought so far? That's great. I love the group classes as well, which one did you try? That is one of our best.

Well, I would love to help you go ahead and get setup with a membership so you don't have to lose all the perks. What day are you planning on coming in next? Great, I can help you get signed up after your workout if that works for you, it should only take about 10 minutes. Sounds good, see you then! Have a good day.

MISSED GUEST



TEXT

Don't miss out on your chance to make fitness fun! Come in and get your 4-day guest pass at (gym-name).



EMAIL

{{recipient-first}}, this could be the start of something great. Now that you have stopped in and seen the gym, it's time to try it out for yourself! We are happy to give you a free 4-day guest pass that. Let us know what you think, and what we can do to help.

I look forward to seeing you at (gym-name)! See you soon, {{m-follow-up-first}}.



CALL

Hi, is this {{recipient-first}}? This is {{m-follow-up-first}} at (gym-name). How are you today? That's great. I wanted to follow-up with you about getting you a guest pass. Have you been able to come in and check out everything we have to offer? I can send you the latest class schedule if you want to try out one of our classes.

I would also be happy to extend your guest pass if you need a couple extra days to work with your schedule. Great, I just extended it two extra days. Give me a call back here or stop by the front desk when you come in and we can get you set up with a membership. Have a good day!

EXPIRED GUEST PASS (EXPIRED GUEST)



TEXT

Hey {{recipient-first}}, how was your trial? To get signed up, give us a call at {{location-phone}} or stop by the gym!



EMAIL

That was fun {{recipient-first}}! Thanks for joining us on a guest pass. We want to keep this good thing going, so either give us a call, stop in, or simply reply to this email to get the best price on your membership.

Our number is {{location-phone}}. Looking forward to getting you set up!



CALL

Hi {{recipient-first}}, this is {{m-follow-up-first}} with (gym-name), how are you today? Great. I wanted to check-in and see how your experience was at our gym while you had a guest pass.

- What did you think?
- Were you able to attend a class?
- Was everything up to your standards?
- Do you have any feedback for us?

That's great to hear, we really appreciate any feedback as it helps us make changes that are important to our clients. We have a really great special running right now, and I would love to get you in before it expires. When is a good time for you to stop by and get signed up? Awesome, so I will see you on (date) at (time). Have a great day! See you soon.

MEMBER



TEXT

We are thrilled to welcome you to the (gym-name) family. If you haven't seen it yet, here is our class schedule: bit.ly/agg3u4



EMAIL

Hey {{recipient-first}}! Let's get it started in here 🏃. We are so happy to have you as a member! I know you are ready to hit the ground running (pun intended) so here is our updated class schedule.

We also want to give you a chance to invite your friends or family, so add in their name, email, and phone here to give them a free 7-day guest pass! We can't wait to see you in the gym! Talk soon, {{m-follow-up-first}}



CALL

Hi {{recipient-first}}, this is {{m-follow-up-first}} from (gym-name). I just wanted to welcome you to the (gym-name) family and let you know we are here if you have any questions or concerns. Has everything been going great since you joined? That's awesome to hear.

Also, we know that working out can be more fun with a friend, so if you have any friends or family that you want to invite, we would be happy to extend them a free guest pass since you referred them. Is there anyone you can think of right now? Awesome. I will send them their guest pass today! Thanks for your time, again, if you have any questions don't hesitate to call or stop by the front desk. See you around the gym! Have a great week.



BONUS:

Personal Training Follow-Up Sales Scripts

PT ORIENTATION NOT BOOKED



TEXT

Hi {{recipient-first}}, you have a complimentary fitness assessment waiting for you! Please reply here or call {{location-phone}} to find a time.



EMAIL

Good news, {{recipient-first}}! You have a complimentary fitness assessment that you haven't used yet. And we both know, there's no time like the present! 🏆 In a fitness assessment, you meet with a certified personal trainer, we will run a couple of quick tests to see where you are now, and give you a personalized plan to help you reach your goals. Win, win!

Let me know when you would like to schedule your assessment, you can reply to this email or call {{location-phone}}. See you soon!



CALL

Hi {{recipient-first}}, this is {{pt-follow-up-first}} with (gym-name). How are you today? I wanted to call and make sure that you were having an amazing experience at our gym. Do you have any questions or feedback for us?

Also, I wanted to let you know that you had a complimentary fitness assessment waiting for you when you are ready. This is basically a time to assess where you are at compared to your goals, and have a personal trainer create a quick workout plan made specifically for you. Would you like to go ahead and schedule this? Great! What time and day work best for you? That sounds wonderful. I will get you all set up and we will see you on (date) at (time). Have a great day!

PT ORIENTATION BOOKED



TEXT

Hey {{recipient-first}}, this text is to confirm your appointment at (gym-name) on (date) at (time). See you then!



EMAIL

Guess what, {{recipient-first}}? Your goals are about to get a lot more attainable. This is a reminder for your appointment on (date) at (time) with our certified personal trainer. See you then!



CALL

Hi {{recipient-first}}, this is {{pt-follow-up-first}} at (gym-name). How are you today? I am calling to confirm your appointment on (date) at (time). Does this still work for you?

If yes: Great! It should only take about 30-45 minutes. We look forward to seeing you! Have a good one.

If no: No problem, when would be a good day to reschedule? Great, I set your new appointment for (date) at (time). If you have any questions between then and now, don't hesitate to reach out! See you soon.

PT ORIENTATION SHOW



TEXT

Thanks for your time {{recipient-first}}! We have a specific fitness plan for you, get started with PT and start seeing results.



EMAIL

We can't wait to get you started on a personalized training plan, {{recipient-first}}. Did you have any questions after you met with your trainer? Let us know and we would be happy to get all of your questions answered.

Also, we are running a really great promotion right now I would hate for you to miss out on! Email back here or call {{location-phone}}. Talk soon!



CALL

Hi {{recipient-first}} this is {{pt-follow-up-first}} at (gym-name). How are you today? That's good to hear. I am following-up on your fitness assessment. Did you have any questions for us regarding the personal training packages we offer? (Answer any questions).

We have some really great promotions running around our personal training offerings, and I would be happy to give you an intro offer. I understand that this is a commitment, so if you would like a little more time to think about it, no problem at all. Our discount ends at the end of the week, so I would love to chat with you before then. Does (day) work to talk again? Great, talk to you then, thanks for your time!

PT ORIENTATION NO-SHOW



TEXT

Oops, {{recipient-first}}, it looks like we missed you at your PT assessment yesterday. No problem, just call {{location-phone}} or reply to this text to reschedule!



EMAIL

Bummer! We missed you, {{pt-follow-up-first}}. It looks like you missed your fitness assessment at (gym-name) on (date) at (time). We understand that things get busy, so don't worry, we can get you rescheduled very quickly. Just call {{location-phone}} or reply to this email to get your assessment set up.

We don't want you to miss out on getting a free session with a personal trainer 🧡, so hurry before things book up!

Talk soon.



CALL

Hi {{recipient-first}}, this is {{pt-follow-up-first}} with (gym-name). How are you today? That is great to hear. We missed you (date) for your fitness assessment with one of our personal trainers! This is a really great opportunity to ensure you reach your goals, and we want to do anything we can to help! Is there a time or day that works better for you? Great, let's reschedule to (date) at (time) then. Thanks for your time, see you soon!

PT ACTIVE



TEXT

Hey {{recipient-first}}, this is {{pt-follow-up-first}}. I am just checking in on your progress and how you are feeling about your training session so far?



EMAIL

Hi {{recipient-first}}, this is {{pt-follow-up-first}} at (gym-name). We are so glad you have taken the plunge into personal training to help reach your goals!

It's our number one priority that you have the best experience with your personal trainer. If you have any questions or feedback, please let us know! If you have any friends or family who would be interested in joining you for some PT sessions, we have deals for you. Just let your trainer know and they can get you setup. Enjoy, see you at the gym!



CALL

Hi {{recipient-first}}, this is {{pt-follow-up-first}} with (gym-name). How are you today? I wanted to call and just check-in with you on your current personal training sessions.

- Do you feel good about your progress?
- Are you enjoying the workouts?
- Do you feel like the workout is personalized to you?

That is great to hear. We want everyone to have a wonderful experience and we want everyone to reach their goals! If you have any friends or family members who are interested in personal training, we can get them signed up at a really good rate for being a friend of yours. Is there anyone you would like to refer? Great, I will shoot them an email. Thanks again,, please call or email me if you have any questions!

PT OPPORTUNITY



TEXT

You are killing it! Let's keep it going. You only have 2 sessions left at (gym-name), schedule more sessions and keep your progress going!



EMAIL

Hi {{recipient-first}}, I just noticed that you only have 2 sessions left before you run out of PT appointments. Don't stop now! Keep your progress going and let's get some sessions scheduled. Call me at {{location-phone}} or talk to your trainer about the lowest prices at your next session. Keep rockin' it! Talk soon.



CALL

Hi {{recipient-first}}, how are you today? This is {{pt-follow-up-first}} with (gym-name). I wanted to let you know that you have 2 sessions left before you run out! How are you liking your progress so far? That is really good to hear.

Well, so that we can keep you on track, let's go ahead and get your next sessions scheduled. How many more do you want to purchase? We can do 5, 10, or more depending on your needs. Great. I added these sessions to your account and you are good to go for the next 3 months! I appreciate your time, and look forward to seeing you in the gym!

PT INACTIVE



TEXT

It's been a while, {{recipient-first}}. I see you've missed some PT sessions at (gym-name), what can I do to help? Let me know here or call {{location-phone}}.



EMAIL

Hi {{recipient-first}}, I hope you are doing well! I see that you have missed some of your scheduled PT sessions, everything going okay? We want to make sure you reach the goals you set, so please let us know what we can do to help! Whether it's a new trainer, a different time that works better for you, or reworking your current plan, we would love to help. Let me know! Thanks,



CALL

Hi {{recipient-first}}! This is {{pt-follow-up-first}} at (gym-name). How are you today? I see that you have missed a couple of PT sessions that you purchased, and wanted to make sure everything was going okay?

- Is there a better time for you?
- Is your trainer meeting your needs?
- Are you seeing progress?

I absolutely understand. Thank you for your time, (address their needs). See you in the gym soon!

PT CANCELLED



TEXT

We are sorry to see you go, {{recipient-first}}! When you're ready, you can find the latest PT deals on our Twitter page twitter.com/gymname.



EMAIL

Hi {{recipient-first}}, this is {{pt-follow-up-first}} from (gym-name). I saw that you recently cancelled your personal training sessions, and wanted to reach out for any feedback (good or bad) that you had for us. How was your personal training experience at (gym-name)?

We are always running new deals and specials, so keep up with the latest prices at facebook.com/gym-name. We look forward to hearing your feedback and hopefully seeing you again soon!



CALL

Hi {{recipient-first}}, how are you doing? This is {{pt-follow-up-first}} from (gym-name). I just wanted to follow-up with the experience you had with our personal training package.

- Was everything up to your standards?
- Do you have any feedback for the trainer?
- Do you have any feedback in regards to the whole program?

Thank you! We take your feedback very seriously, and appreciate you taking the time to chat with us. If you ever want to jump back into our training program again, you can find the best deals on our Facebook page every month. Again, I appreciate your time, have a great day!



**Want to learn more about Club OS?
Contact us today!**



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